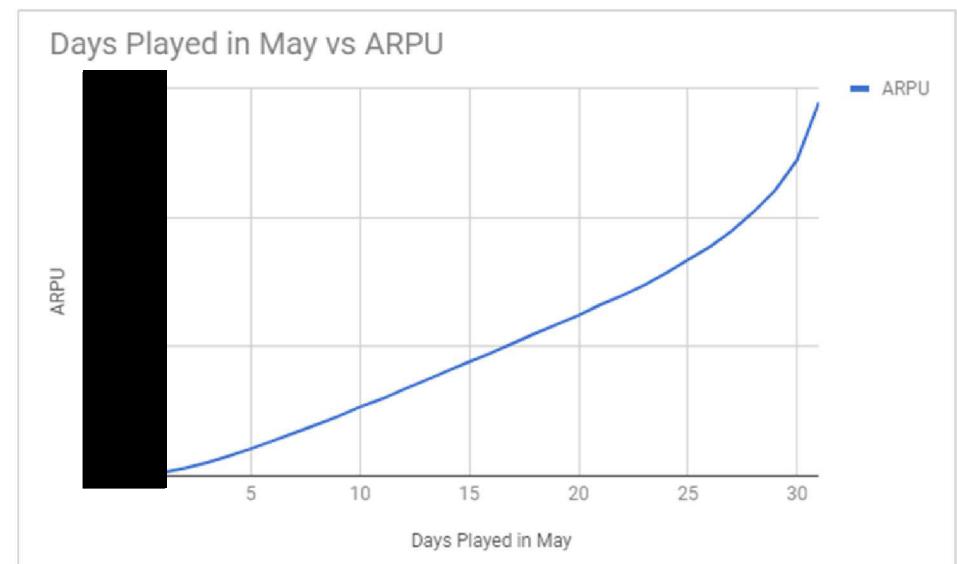
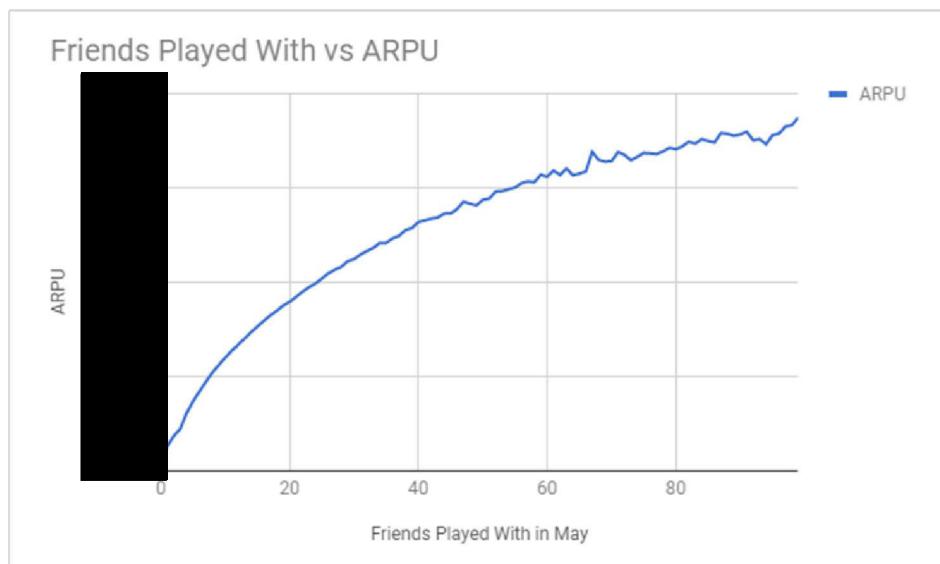


PS4 CROSS-PLAY DATA

Case 4:20-cv-05640-YGR Document 731-3 Filed 05/21/21 Page 2 of 16
REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED

Engagement and Social Play is Heavily Correlated with Spending



REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED

Xbox One Cross-Play Case Study

Enabling cross-play resulted in [REDACTED]

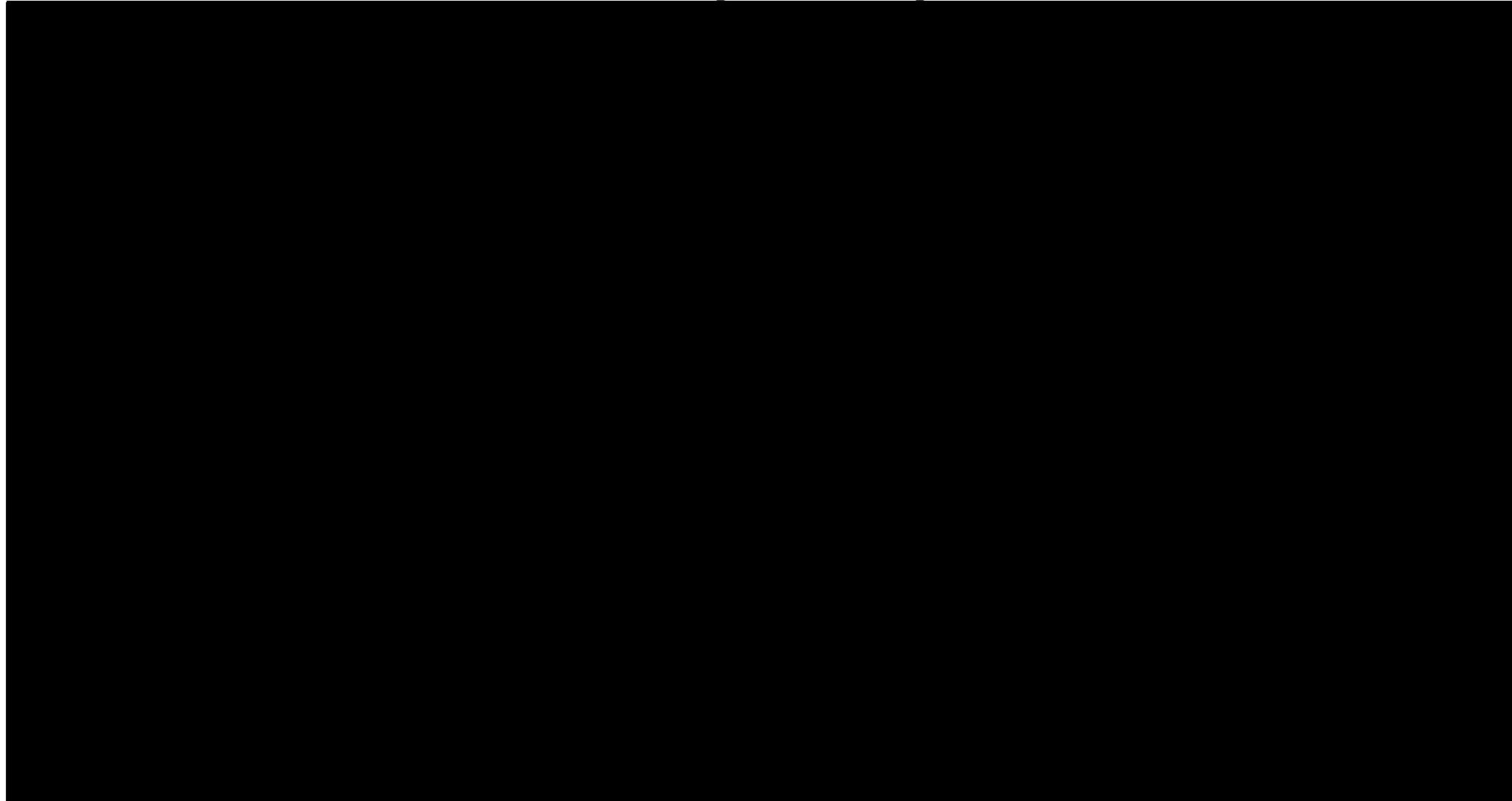
On Xbox One, “Friends Played With” [REDACTED] and the number of friends per player, [REDACTED]

ARPU on Xbox One [REDACTED]

Note:

- Comparison time period is +/-30 days around cross-play being enabled between Xbox One and PC / iOS.
- The pre-cross-play time period includes the launch of Season 3, which is a big spike in revenue.

PS4 ARPWAU by Cross-Play Cohort



PS4 Monthly Cross-Platform Data



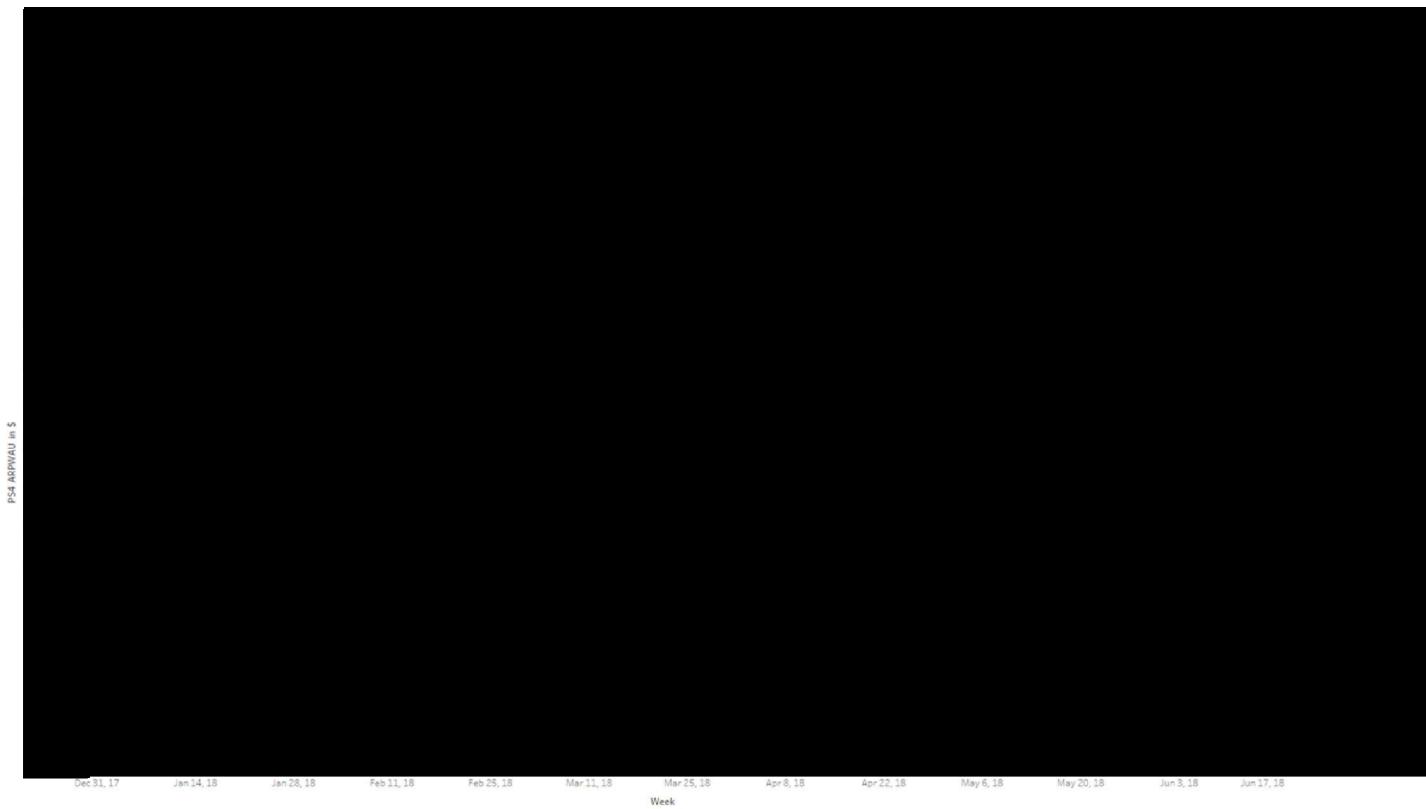
Originating Platform vs. Spending (in May)

Out of [REDACTED] PS4 PAYers in the PS4 & PC cohort, [REDACTED] originally started out playing on PC.

Of those, PAYers starting on PC spent [REDACTED] of their money on PC, whereof PAYers starting on PS4 spent [REDACTED] of their money on PS4.

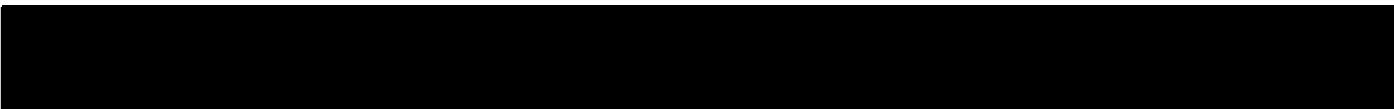
[REDACTED]
Overall spending much higher for both platforms (PC and PS4) - **everyone wins!**

REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED



This chart shows PS4 ARPWAU of PS4 players that have started playing Fortnite after January 1st and spent > \$50 on PS4 **prior to** the launch of mobile.

The blue line represents players that only ever played on PS4, and orange represents players that cross-progressed with iOS.



REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED

[REDACTED]

We dug into the cohort of PS4 players that started playing Fortnite after January 1st and had spent > \$50 on PS4 **prior to** the launch of mobile.

Within the cohort, the [REDACTED] PS4 PAYers that only played on PS4 spent on average [REDACTED] on PS4 over the period from 01/01/2018 through 03/14/2018, and [REDACTED] from 03/15/2018 through 06/17/2018.

The [REDACTED] PS4 PAYers in the cohort that cross-progressed with iOS spent on average [REDACTED] on PS4 over the period from 01/01/2018 through 03/14/2018, and [REDACTED] from 03/15/2018 through 06/17/2018.

The spending difference between PS4-only players and players that cross-progressed with mobile [REDACTED] from [REDACTED] in the period prior to mobile launch to [REDACTED] post mobile launch [REDACTED]

REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED

Per Platform Spending of PS4 players

Weekly Revenue



Battle Pass price/value is explicitly set to be a "must have" purchase that is disproportionately made on primary platform.

No cross-wallet. Purchased VBUCKS are tied to the platform they are purchased on. In the case of Battle Pass this means extra VBUCKS can only be spent on PS4.

Cosmetics spend tends to be about window of opportunity due to frequent store turnover.

Speaker Notes for Slide 9

Battle Pass dominant spend on PS4

VBUCKS locked to purchasing platform

Big purchases like battle pass linked to playtime

Vbucks afterwards linked to platform

REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED

Playtime and Spending Trends of PS4 Players that Spent Money

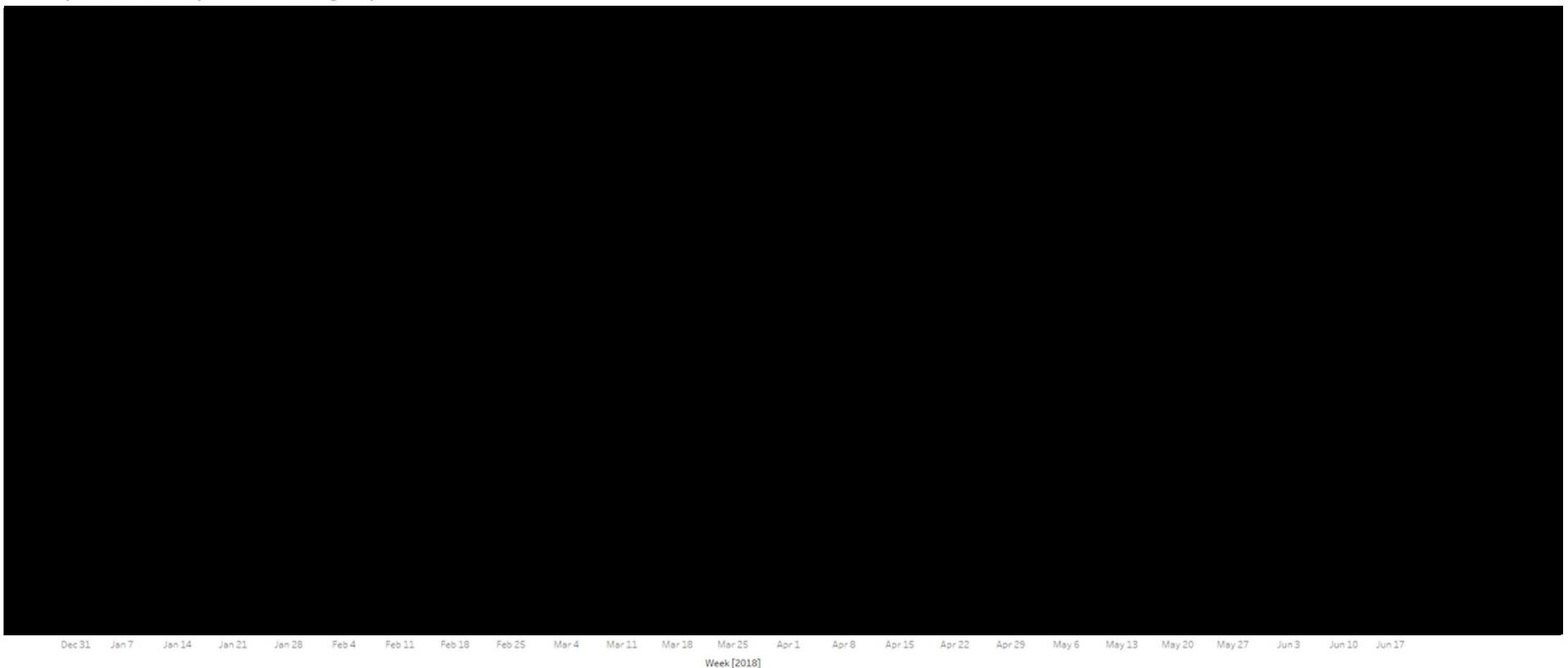
Weekly Revenue and Playtime % - All



REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED

Non-PS4 Playtime and Spending Trends

Weekly Revenue and Playtime % - Excluding Sony



Speaker Notes for Slide 11

Mobile dip due to battle pass

Mobile is atypical platform due to convenience and always in pocket

Mostly used by people used

REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED

Does a platform “win” Fortnite cross play?

The next charts provide more detail into Spend vs. Playtime proportions.

We consider the spending proportion fair or neutral if the % of money spent on PS4 \approx the % of time spent on PS4.

E.g. spending is considered “fair” if a player plays 80 hours on PS4 and 20 hours on PC and spends 80% of their money on PS4 and 20% on PC.

“Sony wins” if a higher % of money is spent on the PS4 than % of play time on the PS4.

“Sony loses” if a lower % of money is spent on the PS4 than % of play time.

REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED

Week of week	PlayStation Spending Fairness		
	Higher Proportion of Spend vs. Playtime (Sony Wins)	Lower Proportion of Spend vs. Playtime (Sony Loses)	Proportional Playtime to Spend (Neutral)
January 7, 2018			
January 14, 2018			
January 21, 2018			
January 28, 2018			
February 4, 2018			
February 11, 2018			
February 18, 2018			
February 25, 2018			
March 4, 2018			
March 11, 2018			
March 18, 2018			
March 25, 2018			
April 1, 2018			
April 8, 2018			
April 15, 2018			
April 22, 2018			
April 29, 2018			
May 6, 2018			
May 13, 2018			
May 20, 2018			
May 27, 2018			
June 3, 2018			
June 10, 2018			
Grand Total			

REDACTED VERSION OF DOCUMENT SOUGHT TO BE SEALED

Week of week	Higher Proportion of Spend vs. Playtime (Sony Wins)	PlayStation Spending Fairness	Lower Proportion of Spend vs. Playtime (Sony Loses)	Proportional Playtime to Spend (Neutral)
January 7, 2018				
January 14, 2018				
January 21, 2018				
January 28, 2018				
February 4, 2018				
February 11, 2018				
February 18, 2018				
February 25, 2018				
March 4, 2018				
March 11, 2018				
March 18, 2018				
March 25, 2018				
April 1, 2018				
April 8, 2018				
April 15, 2018				
April 22, 2018				
April 29, 2018				
May 6, 2018				
May 13, 2018				
May 20, 2018				
May 27, 2018				
June 3, 2018				
June 10, 2018				
Grand Total				